

European Study Visit, March 13 2013



Playing for Success
Nederland

Leren met een wow-factor

WELCOME

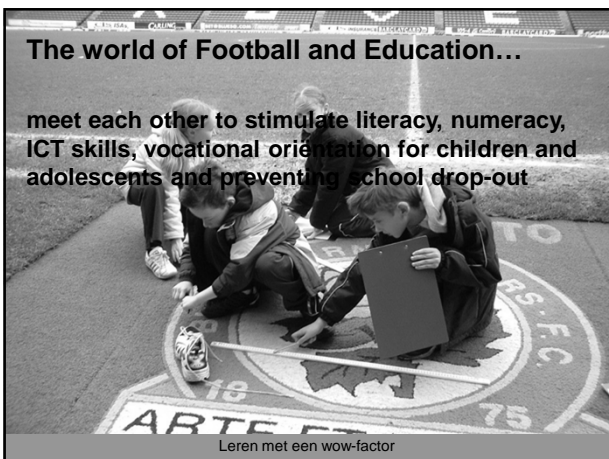
It's very nice to meet you!



Leren met een wow-factor

The world of Football and Education...

meet each other to stimulate literacy, numeracy, ICT skills, vocational orientation for children and adolescents and preventing school drop-out



Leren met een wow-factor

Development PfS UK

- 1998: started 3 learning centers
- - football
- 2010: 165 learning centres (± 100.000 children)
- - 18 sports
- Culture (Performing for Success)
- Associate center
- Satellite center
- International



Playing for Success Netherlands (NL)



Two streams:

- PfS 9 - 14 years
- PfS 15 - 23 years

Leren met een wow-factor

Features PfS 9 - 14 years



- After school / outside the school
- Inside or nearby the football stadium
- For underachieving pupils from 9 till 14 years
 - Numeracy, literacy and IT
 - Self-esteem, confidence and motivation
- At least 20 hours during 10 weeks
- Two groups a day
- Maximum of 15 pupils
- Minimum of 3 supervisors
- Voluntary participation
- Local partners: education, local authority en professional football organisation

Leren met een wow-factor

WOW-environment

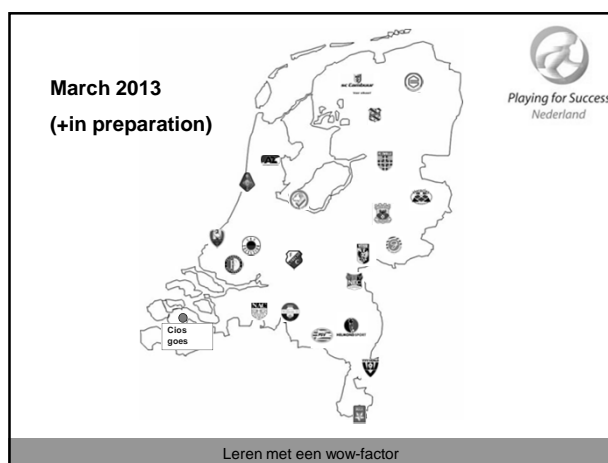
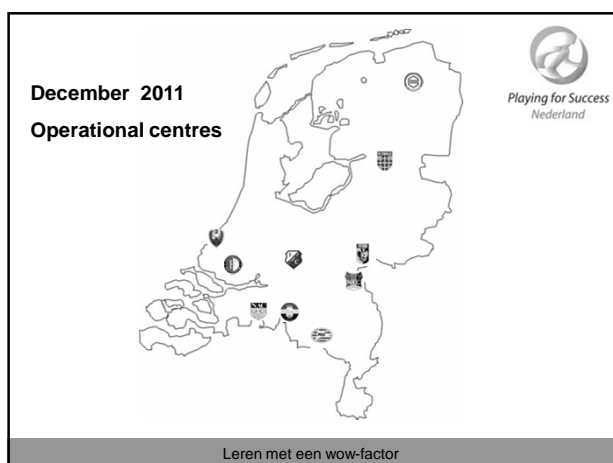
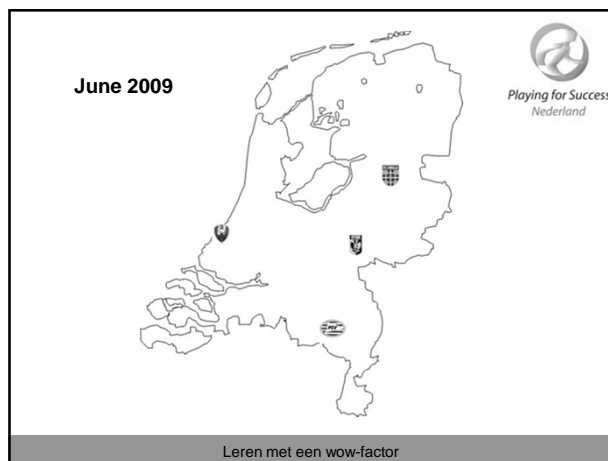



Leren met een wow-factor

State of the art multimedia



Leren met een wow-factor





Growth model PfS NL

2009: 4 learning centres
 2011: 10 learning centres
 2013: 16 learning centres
 2015: 36 learning centres

Every centre: \pm 300 students a year

2015: 10.000 PfS-students:
 50 % of the underachieving students
 in the Netherlands

Leren met een wow-factor



Why participate?

- Professional Football Club:
 - improving image
- Education + Welfare:
 - development of children and adolescents
- Local Authority:
 - collaborating parties
- Business companies:
 - showing community involvement.


Leren met een wow-factor



Research for results

- Results students:
 - Learning results
 - Self-esteem, self-confidence and motivation
- Social side-effects in community
- Developing local centre

Leren met een wow-factor



Evidence based

- Collecting data on performance in literacy and numeracy
- Interpreting this data
- Estimate growth of self-esteem, self-confidence and motivation to learn
- Estimate the amount and diversity of physical activity
- Research into the effect on society
- To monitor the process locally
- To monitor the process nationally

Investing parties



- Professional Football Organization
- School boards and welfare
- Local Authority
- Sponsors + companies
- Districts
- Playing for Success Netherlands
- Other stakeholders

N

Leren met een wow-factor

Method implementing PfS



Orientation phase 4 months
Result: project organization
N

Project phase 6-9 months
Result: start learning centre

Operational phase I: at least 3 years

Operational phase II: after 3 years
(when results are proved)
Result: businessplan + financing model

Leren met een wow-factor

PfS International

- PfS UK
- PfS Netherlands
- PfS Belgium
- Germany (Arena4U)
- Poland
- Spain
- Japan
- Netherlands Antilles



Welcome at

Playing for Success Den Haag



Index

1. Selection schools/children
2. Team Playing for Success The Hague
3. A day at Playing for Success The Hague?
4. Programme
5. Funding
6. Success

Team Playing for Success The Hague

Projectmanager

Centrummanager/teacher

3 teachers

2/3 students

Selection schools/children

Travel distance

Internal support teacher

Parents

A day at Playing for Success The Hague

- Travel with Connexxion
- Drink, fruit, relax
- Warming-up
- First half
- Break
- Second half
- Cooling-down
- Travel with Connexxion

Curriculum

Marktplaats.nl
Appeltaart

Find it!
Vet hart
Groen is gras
Vraag maar raak

Funding

Local authority

Sponsoring

Success

Teachers
Curriculum
Stadium/new start

Results cognitive (i.c.w, Cito)



- Two - three months learning gains extra
- Especially math and spelling

Leren met een wow-factor

Resultaten social - emotional (i.c.w. Oberon)



Playing for Success
Nederland

september 2012: research at
students (672), pilot teachers (37)
en parents (53)

Top 5 students:

- Standing up for myself
- Asking for help if I don't understand something
- Working together on assignments
- Enjoying learning new things
- Making new friends

Leren met een wow-factor

Playing for Success 15 – 23 jaar

Why?: National and local problems with adolescents:

- (Potential) school drop-outs
- Lack of motivation under adolescents
- Lack of vision on the future
- Difficulties in transition school - work
- Existing approaches/facilities are insufficient

Features PfS 15-23



Playing for Success
Nederland

- School replacement
- Learning centre in a sports accomodation/stadium
- Adolescents at-risk or with a 'history', from 15-23 years
- Recovering their goals and motivation
- Developing self-esteem, self-confidence and motivation

Leren met een wow-factor

Playing for Success 15 – 23 jaar

Goals

- Recovering their goals in live
- Taking responsibility for the choises they made or have to take
- Recovering self appreciation, confidence etc.
- Improve their motivation to learn
- Improve their skills as employee
- Improve their choises towards education or work

Features PfS 15-23



- Period 10 -12 weeks
- Max 15 participants
- Min 2 supervisors
- "Voluntarily"
- Local partners

The same as 9 - 14

Leren met een wow-factor

Program PfS 15-23



- personal development (social skills, reflection, achieving success),
- vocational learning (who am I, what do I want, what can I do, how do I get there?)
- sportsactivities (health, working together, expanding limits)
- working skills
- individual goals

Leren met een wow-factor

Program PfS 15-23



Using the wow-location as inspiration and rich environment for professions, such as:

- Technical/ maintenance
- Restaurant/catering
- Reception
- Press and communication
- Physical/medical care
- Security
- Administration
-

Leren met een wow-factor

PfS 15-23



- Pilot for research in 4 regions
- Exploring what (really) works, what's innovative and what's sustainable
- Emphasis on working with companies and aftercare
- Almost all regions are interested in PfS 15-23
- Exploring international cooperation (A4U, Back on Track, other)

Leren met een wow-factor

Reasons for success

- Simplicity of the concept
- Serious interest from the community
- Results benefit many different parties
- Increasing community quality
- Unique collaboration
- Large attendance
- Evidence based results

Thank you!

Enjoy the rest of your visit!

E-mail m.vandelaar@playingforsuccess.nl
m.vdlaar@kpcgroep.nl

Twitter [@MachielvdLaar](https://twitter.com/MachielvdLaar)

Leren met een wow-factor